

NOTICE OF PRIVACY HOTEL ACAPULCO MALIBU, S. A. DE C. V.



1. STATEMENT OF NOTICE OF PRIVACY.

Hotel Acapulco Malibu, SA de CV, with tradename Hotel Acapulco Malibu, in order to give true and accurate compliance with the contents of the Mexican "Federal Law on Protection of Personal Data Held by Private Parties" and in particular the provisions for the Articles 1, 8, 15, 16 and 36 of that Act makes this privacy notice as responsible for regulating the lawful processing, controlled and reported to ensure privacy and the right to self-determination of both personal data individuals and corporations provide the Hotel Acapulco Malibu, under the following points that are transcribed below:

Acapulco Malibu hotel residing at Avenida Costera Miguel Aleman No. 20, Fraccionamiento Club Deportivo in the City and Port of Acapulco Gro., CP 39690, who by the nature of the service provided to third parties Hospitality declares to be the controller and save about good use of personal data in the exercise of their business will provide, through its office of privacy of personal data implemented for this purpose and located in the main entrance of Hotel Acapulco Malibu, phone 7444841070, e-mail reservaciones@acapulcomalibu.com.

2. CONTROL AND SECURITY OF PERSONAL INFORMATION.

For further optimization and clarity of this notice of privacy of personal data it is necessary to bring the forum to implement privacy policies responsible for the personal data of any information concerning a natural or legal person.

The responsible for the processing of personal data always apply the principles of legality, consent, information, quality, purpose, loyalty and proportionality.

Personal data must be collected and treated in a lawful manner, never using deceptive or fraudulent means.

Any processing of personal data always involve the granting of consent of the owner who will express, in writing, by electronic, optical or any other technology or

by unmistakable signs, except the tacit consent that was configured when the holder of the rights to despite having been made available their knowledge making the privacy notice, does not oppose.

3. USE OF SENSITIVE PERSONAL DATA.

For the unlikely event that the responsible in seeking to provide its customers with better service, requires sensitive personal data as defined by the law of personal data as those matters affecting the intimate sphere of their respective companies that may reveal aspects racial or ethnic origin, health status present and future, genetic information, religious, philosophical and moral beliefs, union membership, political opinions, sexual preferences, the responsible part in all these cases must always obtain the express written consent of the owner, through his/her handwritten signature, electronic signature, or any other mechanism of authenticity that purpose is established for their respective special treatment.

4. LIMITATION THE USE OR DISCLOSURE OF PERSONAL INFORMATION.

You may limit, add, restrict or modify at any time that the information you provide to Hotel Acapulco Malibu. In order to request the treatment indicated in paragraphs 3 and 5, an application must be submitted in writing to the following address: Costera Miguel Aleman No. 20, Fraccionamiento Club Deportivo in the City and Port of Acapulco Gro., CP 39690, from 9 to 14 pm Monday through Friday or email reservaciones@acapulcomalibu.com. In order to protect your privacy, Hotel Acapulco Malibu will send an answer to your request in writing at the address or email that you provided in its application, at the choice of Malibu Hotel Acapulco.

5. PURPOSE AND TREATMENT OF THE INFORMATION.

The personal data that the particular provides should be limited in its outreach and used exclusively for the following purposes.

- a) For identification purposes.
- b) To take and review of credit card details in order to ensure compliance with the obligation to pay hosting fees established by the responsible in providing their services.
- c) Update database.
- d) Billing.
- e) Personal attention on the service provided.

f) Reservations, purchase of vacation packages or any other loyalty program and any other transaction involving the provision of tourist and commercial services in general.

g) To provide better service and, where appropriate, identify your preferences during your stay and make it more enjoyable.

h) Also, we can use the information to offer tourist and commercial promotions and products in general, as well as any other related product or service such as but not limited to: sending promotions, special services, newsletters, surveys and Other products and services Acapulco Malibu Hotel.

i) Acapulco Malibu Hotel may share or transfer the information Acapulco Malibu Hotel partners or third parties for them to send you information about their products and services in general.

j) Finally, the information you provide will be treated in the cases expressly authorizes the art. 10 of the Federal Law on Protection of Personal Data Held by Individuals.

The responsible part must ensure the care and compliance with the principles of protection of personal data obtained from particular through personal data that this provides individually responsible reception when registering against the responsible employees when entering the Internet site or online services available to the responsible, by telephone or through other electronic means.

6. THE EXERCISE OF RIGHTS OF ACCESS, MODIFICATION, CANCELLATION AND OPPOSITION.

Notice is hereby given to the particular individual or entity that has the right granted by law to exercise the rights of access, rectification, cancellation and opposition regarding their personal data and that only the holder exercised in accordance with the following procedure .

a) He shall prepare and submit to the privacy office personal data responsibly corresponding application as the case in which it shall state the name and address of the holder so that in due course the responsibility to communicate the outcome or response to your request on the understanding that the responsible formulate its response to the holder, within a maximum period of twenty days counted from the date of filing of the application in question.

b) You must attach to the request the appropriate documents proving the identity of the applicant, or, if the legal representative of the holder.

c) A description clear and precise of personal data for which seeks to exercise any of the above rights.

d) Any other item or document that facilitates locating the responsible of the personal data of the holder.

For the particular case related to the correction of personal information must indicate the holder together with those set out in the preceding paragraphs modifications to be made and provide documentation to support your request.

7. DATA TRANSFER.

Hotel Acapulco Malibu responsible for the processing of personal data agrees and undertakes not to transfer personal data of the holder to any third party other than the causes or events framed in Article 37 of the Federal Law on Protection of Personal Data Held by Private .

Responsible collect personal data holders for the activities outlined in this privacy notice, may collect personal information in different ways, when you provide them to us directly; when you visit our website or use our services online, and when we get information through other sources that are permitted by law.

Your personal data can not be transferred within and outside the country, or treated by people outside the company.

We undertake not to transfer your personal information to third parties without your consent, except as otherwise provided in Article 37 of the Federal Law on Protection of Personal Data Held by Private Parties and to make this transfer in the terms that the law fixes .

8. CHANGES TO THIS PRIVACY STATEMENT.

Responsible reserves the right to carry out modifications at any time and / or relevant updates to the contents of this privacy notice, in order to inform the holders of any new regulation is made to the Federal Law on Protection of Data Held by Private and change internal policies responsible for providing their services.

Therefore the responsibility is committed to maintaining current and updated this notice for consultation, in order that the Holder is in a position to exercise any right under this privacy notice and therefore keep abreast of any news or news of interest to the holder by Query on www.hotelacapulcomalibu.com

I agree that my personal data are transmitted to send information about products and services of partners and third parties, as provided in this Privacy Notice sent me via email and otherwise communicate to the Hotel Acapulco Malibu in terms of I pointed out in paragraph 6 of this Privacy Notice.

Privacy Notice updated to March 1, 2014

